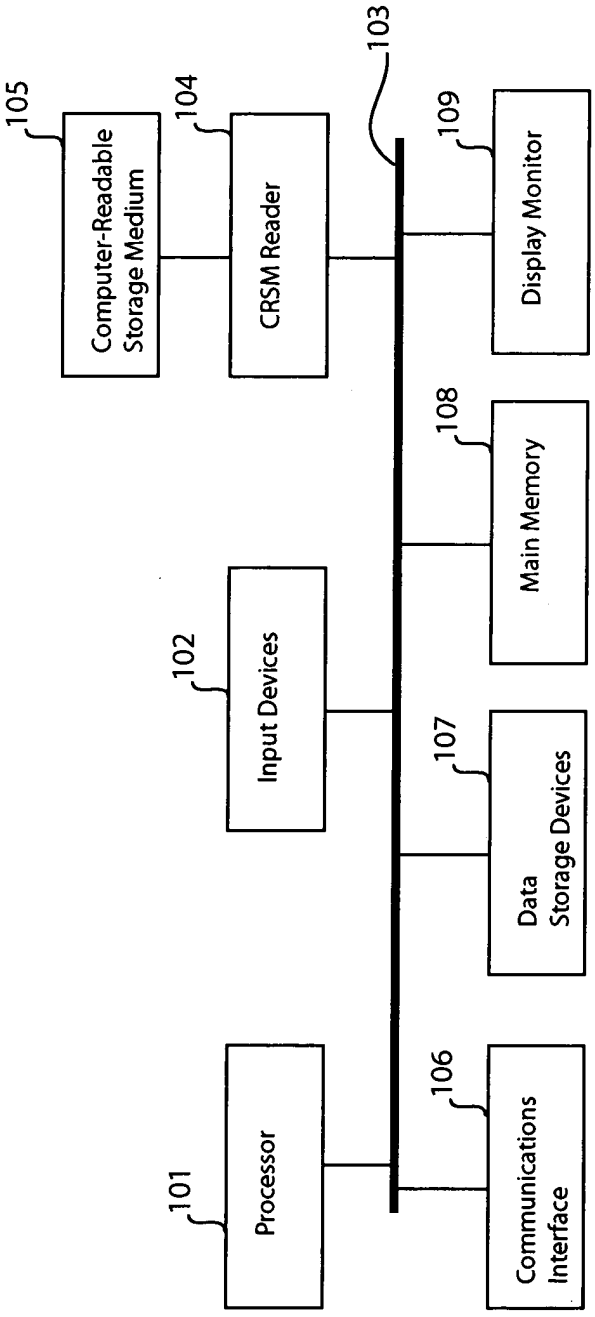

105
Computer-Readable Storage Medium
104
CRSM Reader
103
109
Display Monitor
108
Main Memory
102
Input Devices
107
Data Storage Devices
101
Processor
106
Communications Interface

FIG. 1

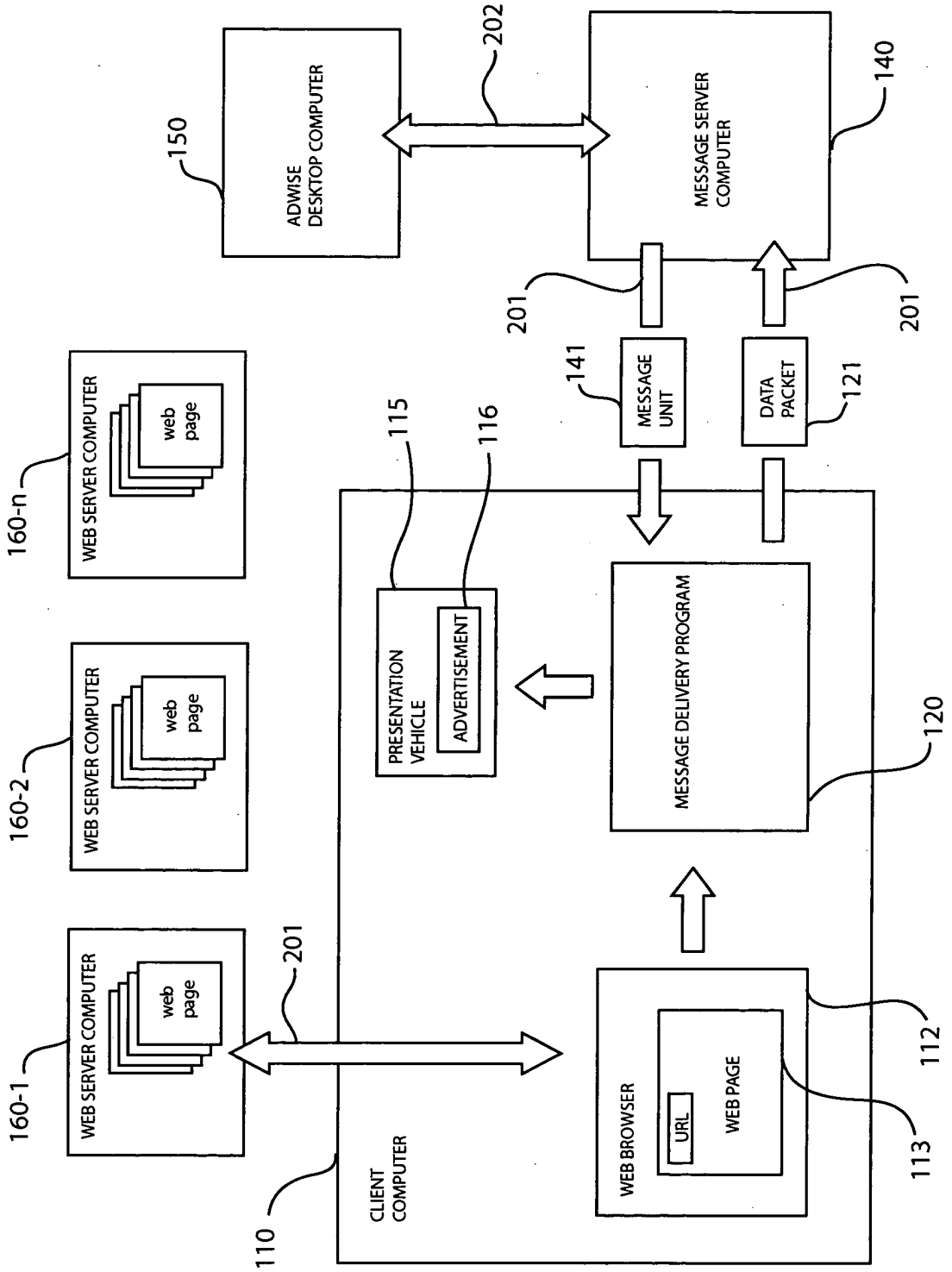

ADWISE DESKTOP COMPUTER
150
202
MESSAGE SERVER COMPUTER
140
201
201
MESSAGE UNIT
141
DATA PACKET
121
115
116
WEB SERVER COMPUTER
web page
160-n
WEB SERVER COMPUTER
web page
160-2
WEB SERVER COMPUTER
web page
160-1
PRESENTATION VEHICLE
ADVERTISEMENT
MESSAGE DELIVERY PROGRAM
120
201
WEB BROWSER
URL
WEB PAGE
112
113
CLIENT COMPUTER
110

FIG. 2

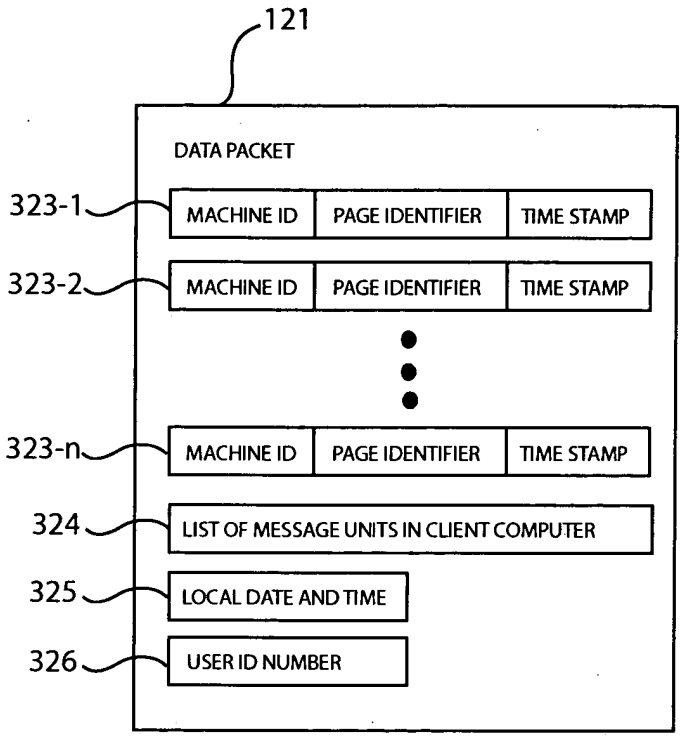

121
DATA PACKET
323-1
MACHINE ID
PAGE IDENTIFIER
TIME STAMP
323-2
MACHINE ID
PAGE IDENTIFIER
TIME STAMP
323-n
MACHINE ID
PAGE IDENTIFIER
TIME STAMP
324
LIST OF MESSAGE UNITS IN CLIENT COMPUTER
325
LOCAL DATE AND TIME
326
USER ID NUMBER

FIG. 3

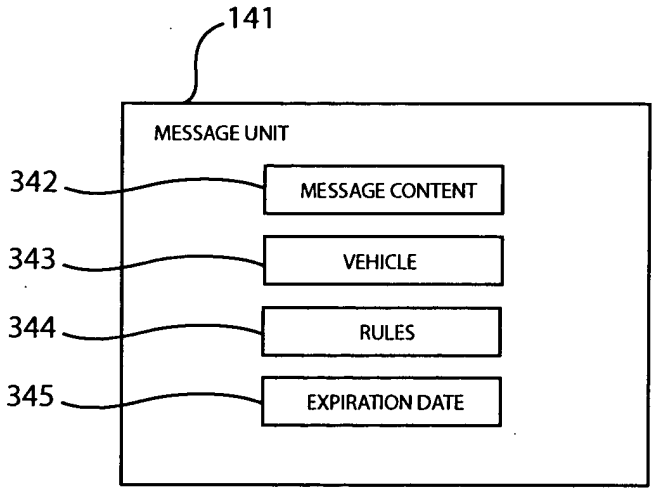

141
MESSAGE UNIT
342
MESSAGE CONTENT
343
VEHICLE
344
RULES
345
EXPIRATION DATE

FIG. 4

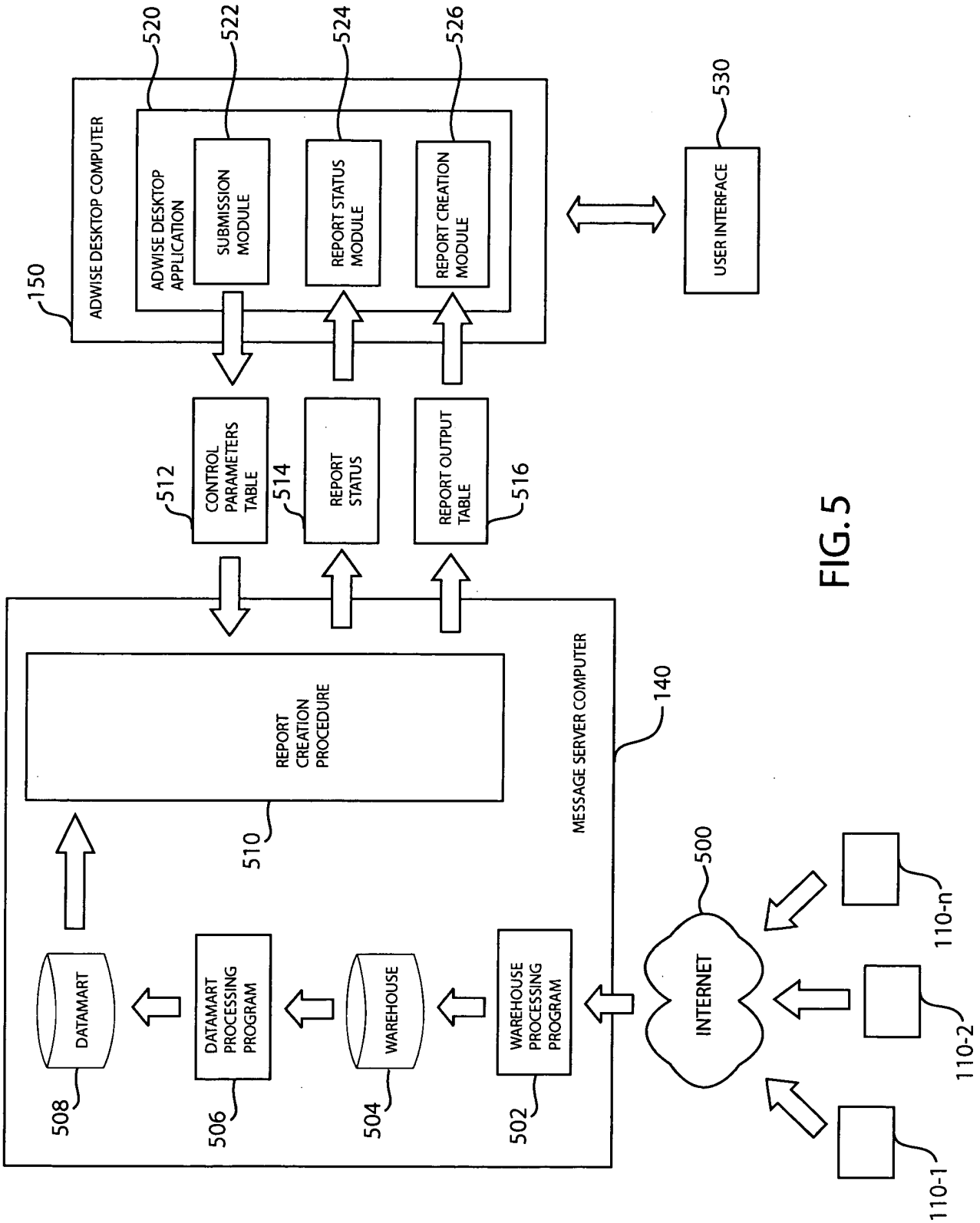

110-1
110-2
110-n
500
INTERNET
MESSAGE SERVER COMPUTER
140
502
WAREHOUSE PROCESSING PROGRAM
504
WAREHOUSE
506
DATAMART PROCESSING PROGRAM
508
DATAMART
510
REPORT CREATION PROCEDURE
512
CONTROL PARAMETERS TABLE
514
REPORT STATUS
516
REPORT OUTPUT TABLE
150
ADWISE DESKTOP COMPUTER
520
ADWISE DESKTOP APPLICATION
522
SUBMISSION MODULE
524
REPORT STATUS MODULE
526
REPORT CREATION MODULE
530
USER INTERFACE

FIG. 5

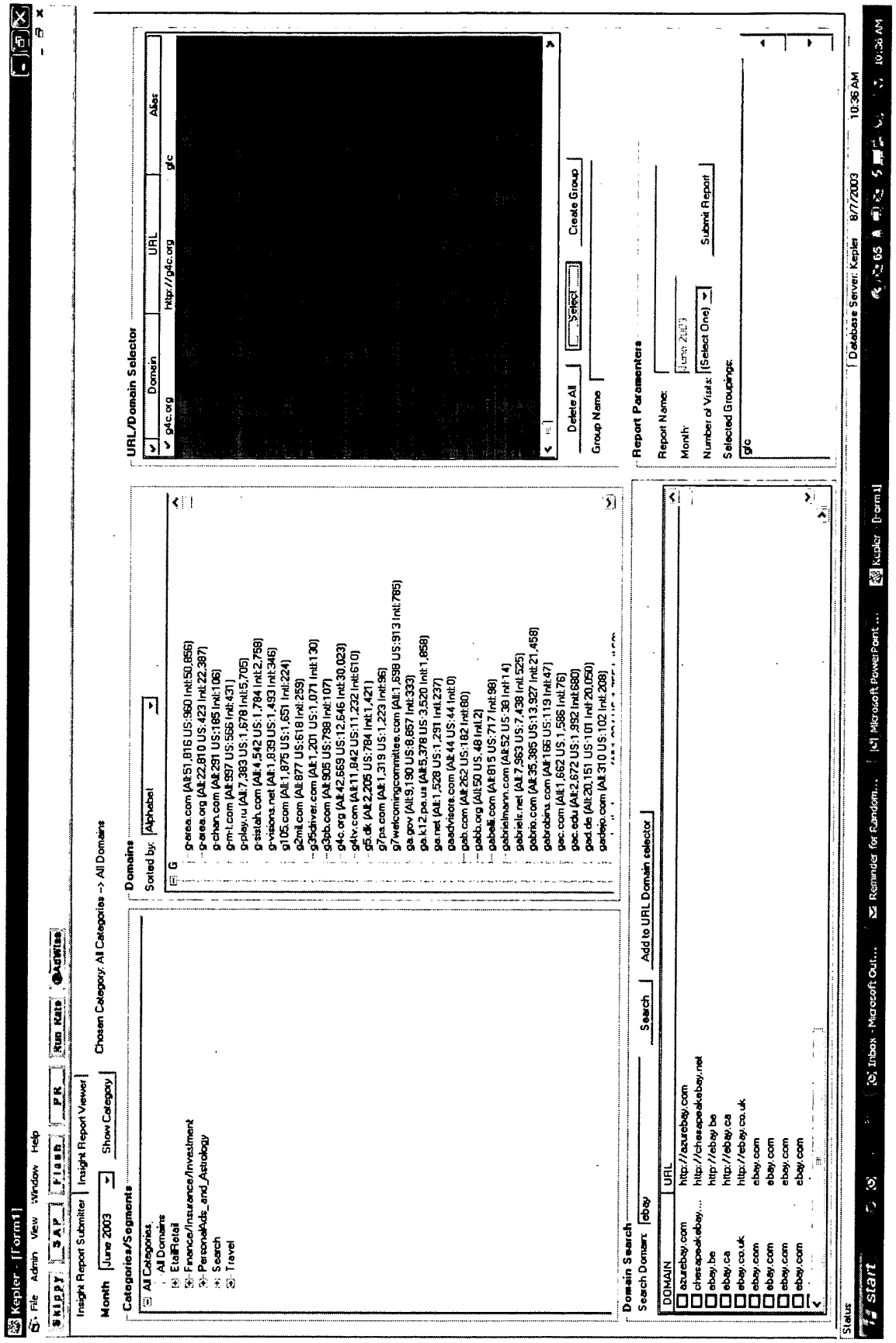

Kepler - [Form1]
File Admin View Window Help
Skippy SAP Flash PR Run Rate AdWise
Insight Report Submitter | Insight Report Viewer
Month June 2003 Show Category
Chosen Category: All Categories --> All Domains
Categories/Segments
All Categories
All Domains
EtailRetail
Finance/Insurance/Investment
Personalkds_and_Astrology
Search
Travel
Domains
Sorted by: Alphabet
G
g-eteta.com (Alt:51,816 US:960 Int:50,856)
g-area.org (Alt:22,810 US:423 Int:22,387)
g-chan.com (Alt:291 US:185 Int:106)
g-m-l.com (Alt:597 US:566 Int:431)
g-play.uu (Alt:7,383 US:1,878 Int:5,705)
g-sistah.com (Alt:4,542 US:1,784 Int:2,758)
g-visions.net (Alt:1,839 US:1,493 Int:346)
g105.com (Alt:1,875 US:1,651 Int:224)
g2mil.com (Alt:877 US:618 Int:259)
g35driver.com (Alt:1,201 US:1,071 Int:130)
g3pb.com (Alt:905 US:798 Int:107)
g4c.org (Alt:42,569 US:12,646 Int:30,023)
g4tv.com (Alt:11,842 US:11,232 Int:610)
g5.dk (Alt:2,205 US:784 Int:1,421)
g7ps.com (Alt:1,319 US:1,223 Int:96)
g7welcomingcommittee.com (Alt:1,598 US:913 Int:785)
ga.gov (Alt:9,190 US:8,857 Int:333)
ga.k12.pa.us (Alt:5,378 US:3,520 Int:1,858)
ga.net (Alt:1,528 US:1,291 Int:237)
gaadvisors.com (Alt:44 US:44 Int:0)
gab.com (Alt:262 US:182 Int:80)
gabb.org (Alt:50 US:48 Int:2)
gabell.com (Alt:815 US:717 Int:98)
gabrielmann.com (Alt:52 US:38 Int:14)
gabriels.net (Alt:7,963 US:7,438 Int:525)
gabrio.com (Alt:35,385 US:13,927 Int:21,458)
gabrobins.com (Alt:166 US:119 Int:47)
gac.com (Alt:1,662 US:1,586 Int:76)
gac.edu (Alt:2,672 US:1,992 Int:680)
gad.de (Alt:20,151 US:101 Int:20,050)
gadeo.com (Alt:310 US:102 Int:208)
URL/Domain Selector
Domain
URL
Alias
g4c.org
http://g4c.org
g4c
Delete All
Select
Create Group
Group Name
Report Parameters
Report Name:
Month:
June 2003
Number of Visits:
(Select One)
Submit Report
Selected Groupings:
g4c
Domain Search
Search Domain: ebay
Search
Add to URL Domain selector
DOMAIN
URL
azureebay.com
http://azureebay.com
chesapeakebay....
http://chesapeakebay.net
ebay.be
http://ebay.be
ebay.ca
http://ebay.ca
ebay.co.uk
http://ebay.co.uk
ebay.com
ebay.com
ebay.com
ebay.com
ebay.com
ebay.com
ebay.com
ebay.com
Status
Database Server: Kepler 8/7/2003 10:36 AM
start
Inbox - Microsoft Out...
Reminder for Random...
Microsoft PowerPoint ...
Kepler [Form1]
10:36 AM

FIG.6

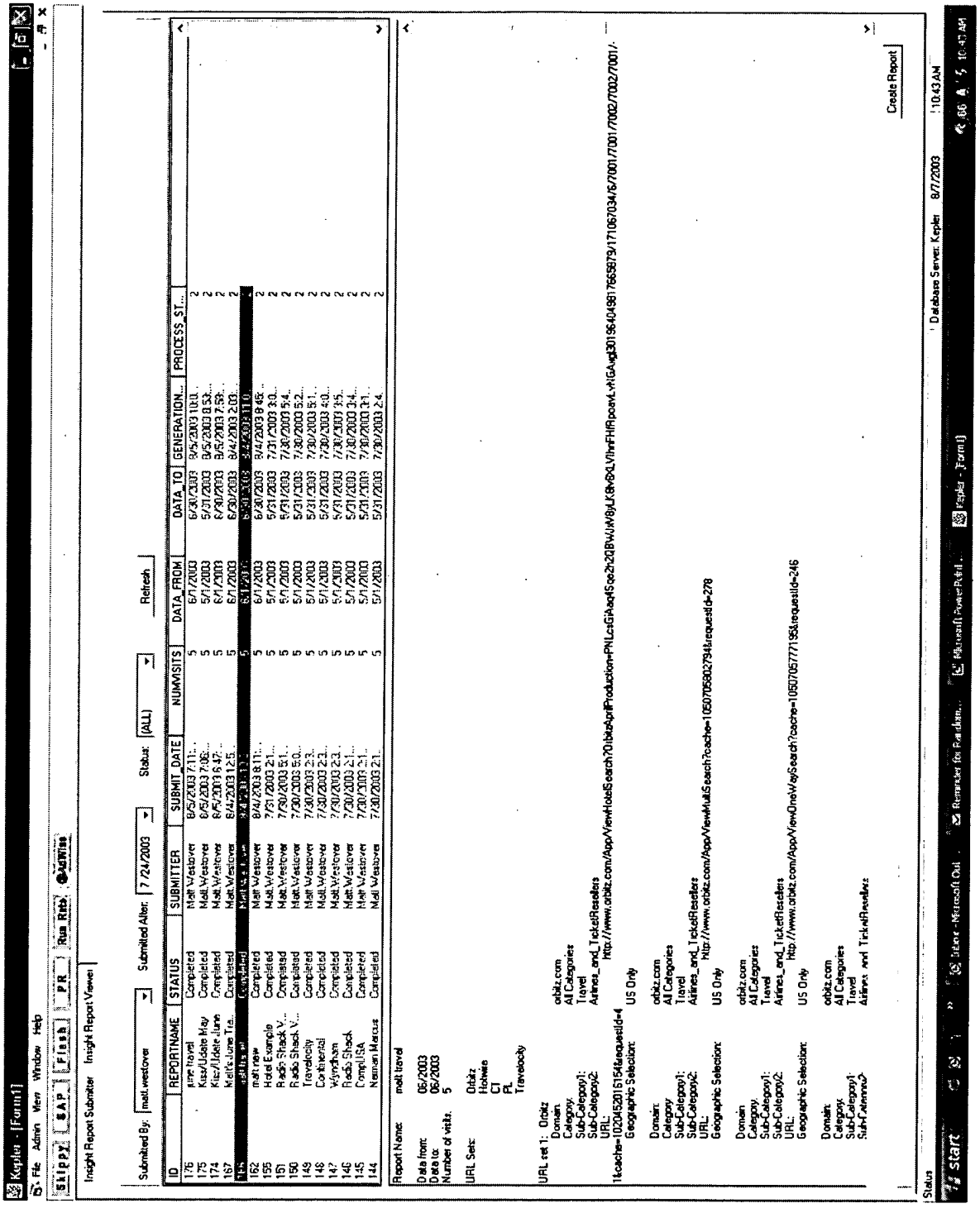
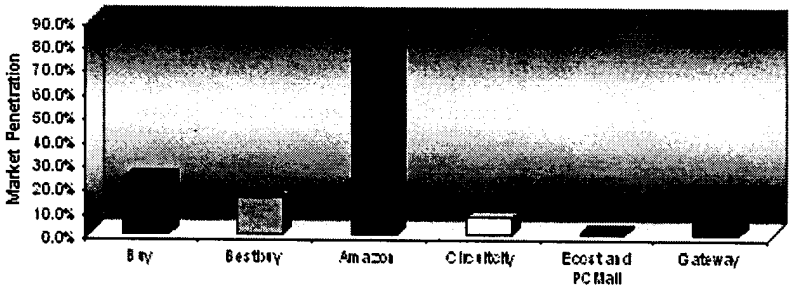

Kepler - [Form1]
File Admin View Window Help
Insight Report Submitter
Insight Report Viewer
Submitted By: matt.westover
Submitted After: 7/24/2003
Status: (ALL)
Refresh
ID
REPORTNAME
STATUS
SUBMITTER
SUBMIT_DATE
NUMVISITS
DATA_FROM
DATA_TO
GENERATION...
PROCESS_ST...
Report Name: matt travel
Data from: 05/2003
Data to: 06/2003
Number of visits: 5
URL Sets:
Orbitz
Hotwire
CTI
PL
Travelocity
URL set 1: Orbitz
Domain: orbitz.com
Category: All Categories
Sub-Category1: Travel
Sub-Category2: Airlines_and_TicketResellers
URL: http://www.orbitz.com/App/ViewHotelSearch?OrbitzAppProduction=PNLcaGiAaqdSqe2n20BvWJWBjJLK8v9QLVhvFHRpoavLvHGAwg3019640498176658879/17106703416/7001/7001/7002/7002/7001/...
Geographic Selection: US Only
Domain: orbitz.com
Category: All Categories
Sub-Category1: Travel
Sub-Category2: Airlines_and_TicketResellers
URL: http://www.orbitz.com/App/ViewMultiSearch?cache=1050705802794&requestId=278
Geographic Selection: US Only
Domain: orbitz.com
Category: All Categories
Sub-Category1: Travel
Sub-Category2: Airlines_and_TicketResellers
URL: http://www.orbitz.com/App/ViewOneWaySearch?cache=1050705777195&requestId=246
Geographic Selection: US Only
Domain: orbitz.com
Category: All Categories
Sub-Category1: Travel
Sub-Category2: Airlines and TicketResellers
Create Report
Status
Database Server: Kepler 8/7/2003 10:43 AM
start
Inbox - Microsoft Out...
Reminder for Random...
Microsoft PowerPoint...
Kepler - [Form1]

FIG. 7

User penetration within chosen URL sets

URL Set	Unique Users	Market Penetration
Buy	903,176	23.5%
Bestbuy	577,347	15.0%
Amazon	3,312,682	86.3%
Circuitcity	262,277	6.8%
Ecost and PCMall	26,913	0.7%
Gateway	193,285	5.0%
Total	3,838,979	100.0%

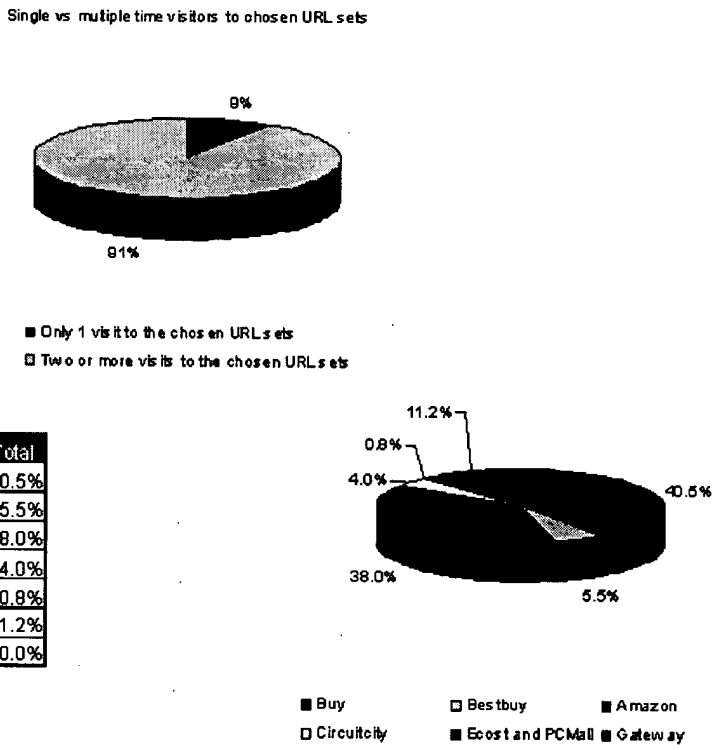


Analyst Notes:

- Of the users who went to the chosen URL sets, 24% went to Buy
- User penetration will not sum to 100% as the buckets made up by the URL sets are not mutually exclusive

FIG. 8

Traffic for users who visit the chosen URL sets only once during the analysis period



URL Set	Traffic	% of Total
Buy	137,637	40.5%
Bestbuy	18,814	5.5%
Amazon	129,011	38.0%
Circuitcity	13,688	4.0%
Ecost and PCMall	2,611	0.8%
Gateway	37,938	11.2%
Total	339,699	100.0%

Analyst Notes:

- 41% of users who visited the URL sets only one time during the analysis period went to Buy

FIG. 9

Cross traffic for users who visit the chosen URL sets 2 or more times during the analysis period

	Buy	Bestbuy	Amazon	Circuitcity	Ecost and PCMall	Gateway
Buy	765,539	203,729	611,921	125,565	13,405	53,159
Bestbuy	203,729	558,533	381,317	146,788	9,975	45,374
Amazon	611,921	381,317	3,183,671	176,594	19,166	115,058
Circuitcity	125,565	146,788	176,594	248,589	6,511	25,935
Ecost and PCMall	13,405	9,975	19,166	6,511	24,302	5,247
Gateway	53,159	45,374	115,058	25,935	5,247	155,347

	Buy	Bestbuy	Amazon	Circuitcity	Ecost and PCMall	Gateway	Average
Buy	100.0%	26.6%	79.9%	16.4%	1.8%	6.9%	26.3%
Bestbuy	36.5%	100.0%	68.3%	26.3%	1.8%	8.1%	28.2%
Amazon	19.2%	12.0%	100.0%	5.5%	0.6%	3.6%	8.2%
Circuitcity	50.5%	59.0%	71.0%	100.0%	2.6%	10.4%	38.7%
Ecost and PCMall	55.2%	41.0%	78.9%	26.8%	100.0%	21.6%	44.7%
Gateway	34.2%	29.2%	74.1%	16.7%	3.4%	100.0%	31.5%
Average	39.1%	33.6%	74.4%	18.3%	2.0%	10.1%	29.6%

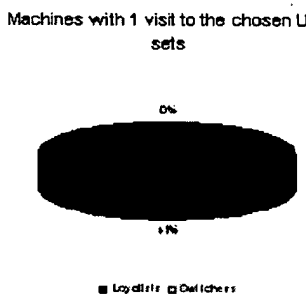
Analyst Notes:

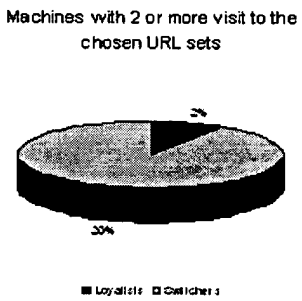
- 26.6% users who went to Buy also went to Bestbuy
- Buy has a 36.5% penetration into Bestbuy
- the average penetration into Buy is 26.3%
- Bestbuy has an average penetration of 33.6% into it's competitors

FIG. 10

Individual URL set report for Buy.com

# Visits to the chosen URL sets	Users who only visit the URL Set (Loyalists)	%	Users who visit current URL Set and other URL Sets (Switchers)	%	Users who never visit the URL Set (Competitor Loyalists)	%	Total
1	137,637	41%	0	0%	202,062	59%	339,699
2+	79,709	2%	685,830	20%	2,733,741	78%	3,499,280

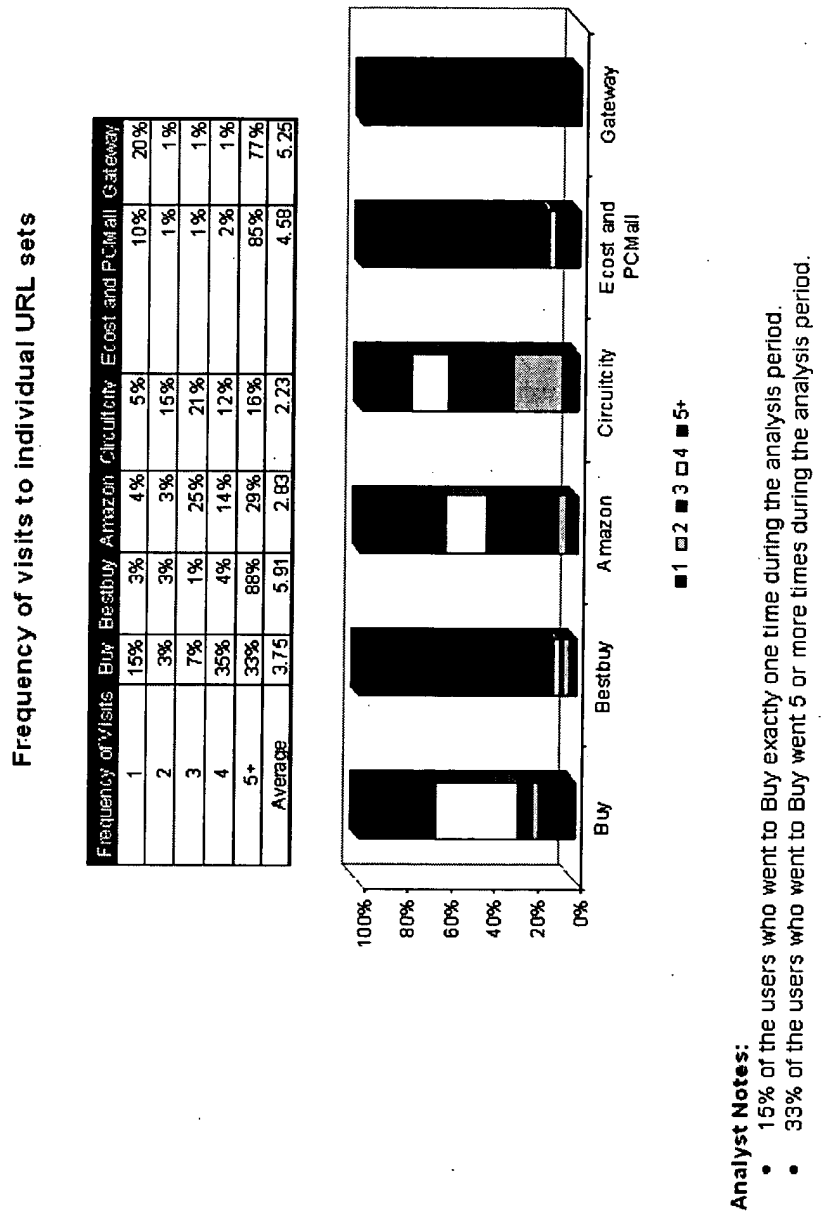




Analyst Notes:

- Of the users with only 1 visit to the chosen URL sets, 59% of them never visited Buy.com
- Of the users with 2 or more visits to the chosen URL sets, 78% of them never visited Buy.com

FIG. 11



Frequency of visits to individual URL sets

Frequency of Visits	Buy	Bestbuy	Amazon	Circuitcity	Ecost and PCMall	Gateway
1	15%	3%	4%	5%	10%	20%
2	3%	3%	3%	15%	1%	1%
3	7%	1%	25%	21%	1%	1%
4	35%	4%	14%	12%	2%	1%
5+	33%	88%	29%	16%	85%	77%
Average	3.75	5.91	2.83	2.23	4.58	5.25

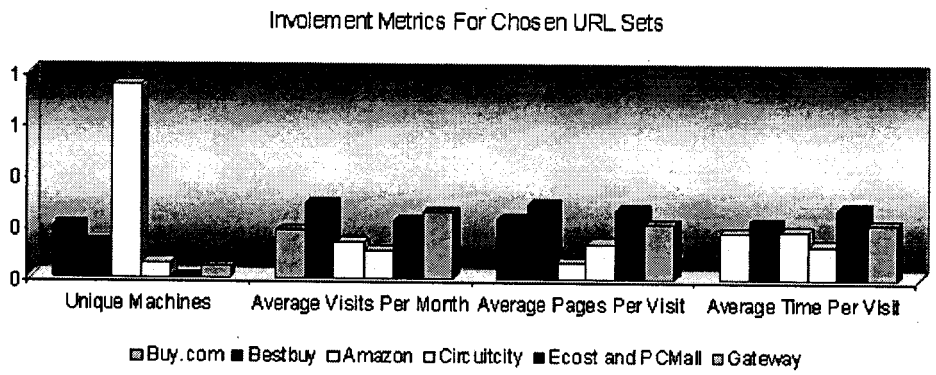
Analyst Notes:

- 15% of the users who went to Buy exactly one time during the analysis period.
- 33% of the users who went to Buy went 5 or more times during the analysis period.

FIG. 12

Involvement metrics

URL Set	Unique Machines	Average Visits Per Month	Average Pages Per Visit	Average Time Per Visit
Buy.com	903,176	3.75	3.71	0:16:05
Bestbuy	577,347	5.91	4.60	0:19:28
Amazon	3,312,682	2.83	1.05	0:16:32
Circuitcity	262,277	2.23	2.17	0:11:38
Ecost and PCMall	26,913	4.58	4.32	0:24:22
Gateway	193,285	5.25	3.45	0:19:03
Average	879,280	4.09	3.22	0:17:51



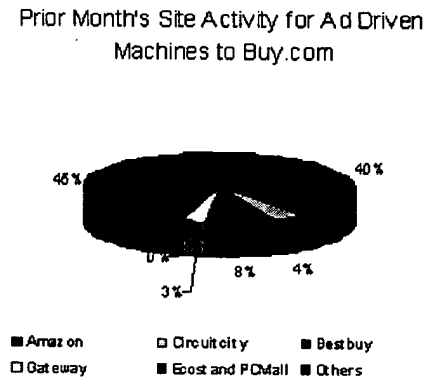
Analyst Notes:

- Visitors to Buy.com visit an average of 3.75 times per month.
- Visitors to Buy.com view an average of 3.71 pages per visit.
- Visitors to Buy.com spend an average of 0:16:05 per visit.

FIG. 13

Advertising summary for Buy.com:
Gator advertisement impression recipients

URL sets	Visited Buy.com in Prior 30 Days	Percentage of New Traffic Driven to Buy.com
Buy com	No	75%
Buy com	Yes	25%



Analyst Notes:

- 75% of Gator ad driven users to Buy.com has not been to Buy.com in the prior month.
- Of the Gator ad driven users to Buy.com that has not been to Buy.com in the prior month, 40% has been to Amazon

FIG. 14

Top domains visited by click driven users to Buy.com ranked against the Gator base

Top 20 domains visited by impression driven visitors to Buy.com sites, ranked by Index			
Domain	Percent of impression driven visitors to Buy.com	Percent of Gator Base	Index
matchmaker.com	2.69%	0.82%	326.21%
astrology.com	3.78%	1.96%	192.59%
digitalcity.com	4.79%	2.60%	184.62%
travelzoo.com	21.87%	11.92%	183.52%
travelocity.com	7.64%	4.29%	178.00%
lycos.com	32.95%	18.53%	177.82%
travelnow.com	2.31%	1.42%	161.98%
americansingles.com	11.30%	7.50%	150.66%
priceline.com	3.59%	2.56%	140.21%
match.com	6.24%	4.46%	139.95%
askmen.com	2.04%	1.47%	138.84%
earthlink.net	5.53%	4.00%	138.46%
discovery.com	3.93%	2.94%	133.50%
webpower.com	3.51%	2.64%	132.93%
prodigy.net	2.86%	2.23%	129.27%
infospace.com	9.34%	7.28%	128.35%
date.com	2.37%	2.27%	104.62%
amazon.com	25.46%	25.00%	101.83%
bestbuy.com	2.68%	2.94%	91.27%
geocities.com	28.86%	38.00%	75.95%

Analyst Notes:

- 2.69% of click driven visitors to Buy.com also visit matchmaker.com compared to only 0.82% if the Gator base
- Gator click driven visitors to Buy.com are 3 times more likely to visit matchmaker.com than the Gator base

FIG. 15